

July 20, 2005

RECEIVED

JUL 22 2005

PUBLIC SERVICE
COMMISSION

Ms. Beth O'Donnell
Executive Director
Commonwealth of Kentucky
Public Service Commission
211 Sower Blvd.
P.O. Box 615
Frankfort, KY 40602-0615

Re: Case No. 2005-00186
Data Requests

Dear Ms. O'Donnell:

Leslie County Telephone Company, Lewisport Telephone Company and Salem Telephone Company do not offer unlimited calling plans at this time. The attached responses and exhibits are submitted on behalf of a separate TDS entity, Long Distance (TDS LD).

If you have any questions, please contact me at (865) 671-4750.

Sincerely,

A handwritten signature in cursive script that reads "Theresa Kollie".

Theresa Kollie
Associate Manager, Revenue & Earnings

Attachments

cc: Jeff Handley

P.O. BOX 22995
KNOXVILLE, TN 37933-0995
9737 COGDILL ROAD, SUITE 230
KNOXVILLE, TN 37932
TELEPHONE: 865 966 4700
FAX: 865 675 3881

WWW.TDSTELECOM.COM

**APPENDIX TO AN ORDER OF THE
KENTUCKY PUBLIC SERVICE COMMISSION IN
ADMINISTRATIVE CASE NO. 2005-00186 DATED JUNE 22, 2005**

TDS Long Distance

1. Does the utility offer a plan that is described, named, or marketed as "unlimited"?
If yes, identify and describe the plan and provide copies of the tariff sheets on which the plans can be found.

Response: Yes, TDS LD Corp. offers a service bundled with TDS Telecom local service and marketed as Total Talk Unlimited. A copy of the tariff page is included with this response and is labeled **Exhibit A**

2. If the utility has an "unlimited" plan, are there use restrictions or other limitations on the plan? If yes, describe these restrictions and reference the utility's tariff.

Response: Yes, there are restrictions. The unlimited service is for residential voice service only. Customers may use unlimited long distance minutes as long as the usage is for residential voice calls

3. How and when are customers or potential customers notified of the limitations on the unlimited plan? Describe the notification.

Response: Customers are noticed of the restrictions in the advertising for this plan, (see **Exhibit B**). Text that is similar to our tariff language is in all of our advertising that is sent to customers. Also Customer Service and Sales Representatives are instructed to be up-front with customers about the limitations of the plan.

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TDS Long Distance

4. If third parties (agents, telemarketers, consignees, etc.) market, advertise, or otherwise offer end-users the utility's unlimited plan, explain how those "marketers" are required to verify compliance with the notice requirements.

Response: Following is text from our Business Office Procedures for Total Talk

Unlimited.

When selling the Total Talk Unlimited Plan, please inform the customer that this plan is for residential voice use only. The following is stated in the Total Talk

Thank You Letter:

*Unlimited long distance plan (where available) provides unlimited minutes of use for **residential voice service only**. If it is determined that usage is not consistent with residential voice applications, such as for Internet access services, commercial facsimile or auto-dialing, permanent call forwarding, three-way calling, resale, telemarketing, or other non-residential uses, TDS Long Distance may immediately suspend, restrict or cancel your service without prior notice.*

Do not sell the Total Talk Unlimited Plan to customers who intend on using it for data or business purposes.

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KENTUCKY PUBLIC SERVICE COMMISSION IN
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TDS Long Distance

5. Assuming a customer has subscribed to an “unlimited” plan that has use limitations, is the customer notified when the limitations are exceeded? If yes, how is the customer notified?

Response: Customers that have usage that is consistent with Data or Business usage are investigated. If it is determined that a customer is in fact using this service in violation of the tariff, TDS attempts to call the customer and notify them that their usage violates our tariff and that the customer needs to change their usage pattern or choose a new plan. Exhibit C is a copy of the letter sent to customers who appear to have violated the voice only limitation.

6. How and when are customers notified that changes have been made to the plan?

Response: No changes have been made to the original tariff which was rolled out June 1, 2005.

7. Are customers able to check the number of minutes they have used in order to determine if they will exceed the plan's limitations?

Response: The plan is unlimited for voice usage, no count is available where the customer could check the current voice usage.

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TDS Long Distance

8. Explain why the utility markets names, or describes a plan as “unlimited” when limits on the plan exists.

Response: The plan is marketed as an Unlimited Long Distance message plan. We have procedures in place to communicate to our customers the “voice only” nature of this plan.

9. Explain how the utility ensures that the unlimited plan is offered and the rates, terms, and conditions of service are applied without discrimination as required by KRS 278.1790(1).

Response: Any residential customer wishing to subscribe to the unlimited plan is able to sign up for the plan provided their account has not been sent to collections.

10. Provide summary records of all complaints received by the utility regarding any unlimited plans offered in Kentucky since January 1, 2001. Include the date that the complaint was opened, customer class, description of complaint, description of complaint resolution, and date that the complaint was closed.

Response: The Company has not received any complaints regarding the unlimited plans.

TDS LONG DISTANCE CORPORATION
State of Kentucky

Message Toll Tariff No. 1
Section IV
Second Revised Sheet 10
Cancels First Revised Sheet 10

DESCRIPTION OF SERVICES AND RATES AND CHARGES

APPROVED

4.7 Bundled Offerings

A. Total Talk Pack (Continued)

3. Rates (Continued) ⁽¹⁾

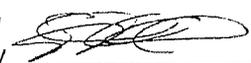
<u>Block of Minutes, Per Line</u>	<u>Monthly Rate</u>	<u>Overtime Rate Per Minute</u>	
100	\$6.90	\$0.10	
200 ⁽²⁾	\$12.90	\$0.10	
400 ⁽²⁾⁽³⁾	\$24.90	\$0.10	
600 ⁽²⁾⁽³⁾⁽⁵⁾ (Available to Business customers only)	\$34.90	\$0.10	(C)
1200 ⁽²⁾⁽³⁾ (Available to Business customers only)	\$64.90	\$0.10	
Unlimited ⁽⁴⁾ (Available to Residential customers only)	\$34.90	N/A	(N)

- (1) In order to receive these rates, the customer must also subscribe to the Total Talk Local package located in the Local exchange tariffs for TDS Telecom companies.
- (2) Service includes a Calling Card
- (3) Service includes a Toll Free Number
- (4) This plan provides unlimited minutes of use for residential voice service only. If it is determined that usage is not consistent with residential voice applications, such as for Internet access services, commercial facsimile or auto-dialing, permanent call forwarding, three-way calling, resale, telemarketing, or other non-residential uses, TDS Long Distance may immediately suspend, restrict or cancel your service without prior notice. (N)
- (5) This plan is grandfathered to existing residential customers effective June 1, 2005. The plan will not be available to new residential customers after this date. (C)

Issued: May 2, 2005

TDS Long Distance Corporation
James Barr III, President and CEO
525 Junction Road
Madison, WI 53717

PUBLIC SERVICE COMMISSION
OF KENTUCKY
EFFECTIVE
6/1/2005
PURSUANT TO 807 KAR 5.011
Effective June 1, 2005

By 
Executive Director

We heard you're planting a garden...

So get the tools you need from TDS Telecom. Sign up for Total Talk Pack today—now with **UNLIMITED Long Distance**—and we'll send you a **FREE** garden tote with Fiskars® tools.

Total Talk Pack includes:



Free garden set includes the tote and 3 tools.

-  Local phone service with unlimited local calls
-  **Now!** Unlimited TDS Long Distance
-  Caller ID
-  Call Waiting
-  Inside Wire Protection Plan
-  Several other popular calling services

Hurry! Supplies for these great garden sets are limited!



1-888-CALL-TDS

totaltalk.tdstelecom.com

Free garden sets available for new residential Total Talk Pack customers only. While supplies last.

Certain services are not available in all areas - check with your local office. Total savings will vary and are based on the list price of individual services in your area. Local service cost does not include federal, state, or local taxes and fees. "Unlimited local calls" is not applicable for customers with measured plans. The use of Caller ID service also requires the use of a caller ID device (not included). Long distance minutes are domestic, not international and are for both Inter and IntraLATA. Domestic countries include the U.S., Canada, U.S. Virgin Islands, Puerto Rico & Saipan. Unlimited long distance plan provides unlimited minutes of use for residential voice service only. If it is determined that usage is not consistent with residential voice applications, such as for Internet access services, commercial facsimile or auto-dialing, permanent call forwarding, three-way calling, resale, telemarketing, or other non-residential uses, TDS Long Distance may immediately suspend, restrict or cancel your service without prior notice.

24097/5-05/1703



HOME RESIDENTIAL PRODUCTS/SERVICES BUSINESS PRODUCTS/SERVICES MANAGE YOUR ACCOUNT CUSTOMER SERVICE ABOUT TDS

NEWS | CONTACT US | SITE SEARCH | SPECIALS (NEW!)

0 items in cart VIEW

PRODUCTS BY AREA

TOTAL TALK PACK

[Change Info](#)

Hyden, KY

Experience Security and Privilege



Get the best in web security services and access to premium content on a variety of Web sites.

[Find out more](#)

Enter the Win With Winnebago Sweepstakes



Sign up for any new TDS TRUE TALK® Long Distance package and be entered to win one of three fabulous prizes.

[Find out more](#)

Connect up to two TVs - FREE!



DISH Network makes satellite TV systems "Free for All."

[Find out more](#)

We heard you're planting a garden...

Order our money-saving Total Talk Pack and get this FREE garden tote with Fiskars® Tools!

[click here to enlarge image!](#)

Total Talk Pack is our most popular money-saving bundle that provides all these convenient communication services on one monthly bill:

- Local Service with unlimited local calls
- TDS Long Distance Minutes
- Caller ID
- Caller ID on Call Waiting
- Call Waiting/Cancel Call Waiting
- 3-Way Calling
- Anonymous Call Rejection
- Priority Ringing
- Inside Wire Protection Plan

Order today and, for a limited time, we'll send you a handy Garden Set absolutely FREE!

To order, simply select your services below and click "Add to cart."

•Total Talk Pack includes:	
• Total Talk Pack	\$23.30 per month
• Mandated Fees and Taxes	\$6.50 per month
•Long Distance Options (Must Select ONE):	
<input type="radio"/> Total Talk Long Distance 100	\$6.90 per month
<input type="radio"/> Total Talk Long Distance 200	\$12.90 per month
<input type="radio"/> Total Talk Long Distance 400	\$24.90 per month
<input type="radio"/> Total Talk Long Distance Unlimited	\$34.90 per month
<input type="checkbox"/> Internet Service (Optional):	

<input type="radio"/> Value Package - Monthly (Save \$4.00)	\$20.95 per month	\$16.95 per month
<input type="checkbox"/> Voice Mail (Optional):		
<input type="radio"/> Voice Mail Standard 2 (Save \$1.00)	\$4.95 per month	
•FREE Gift		
• FREE Garden Tote	\$0.00	
NUMBER OF ITEMS SELECTED	3	
TOTAL VALUE OF ITEMS SELECTED	\$29.80	

 [Add to cart](#)

Disclaimer

Free garden set includes the tote and 3 tools. Offer valid for new Total Talk customers only and while supplies last.

Certain services are not available in all areas - check with your local office. Total savings will vary and are based on the list price of individual services in your area. Local service cost does not include federal, state, or local taxes and fees. "Unlimited local calls" is not applicable for customers with measured plans. The use of Caller ID service also requires the use of a caller ID device (not included).

Long distance minutes are domestic, not international and are for both Inter and IntraLATA. Minutes above the allocated minutes per month are billed at 10¢ per minute. Unlimited long distance plan (where available) provides unlimited minutes of use for residential voice service only. If it is determined that usage is not consistent with residential voice applications such as for Internet access services, commercial facsimile or auto-dialing permanent call forwarding, three-way calling, resale, telemarketing, or other non-residential uses, TDS Long Distance may immediately suspend, restrict or cancel your service without prior notice.





Total Talk Pack Now Features
UNLIMITED Long Distance
— and a FREE gift!!

<Date>

<Name 1>

<Name 2>

<Address1>

<Address2>

<City>, <State>, <Zip5> <Zip4>

Dear <Name 1>,

Like most people, you try to get the best deal on communication services. That's why TDS Telecom has improved our popular Total Talk Pack by adding **UNLIMITED long distance!** And if you sign up for our money-saving Total Talk Pack today, we'll send you a **FREE garden tote with Fiskars® tools!**

Total Talk Pack is simply your best communication deal! This great package provides all these convenient services for one low monthly price on a single bill!

- ✓ Local phone service with unlimited local calls
- ✓ UNLIMITED TDS Long Distance
- ✓ Caller ID
- ✓ Call Waiting
- ✓ Inside Wire Protection Plan
- ✓ Several other popular calling services

And a FREE garden tote with Fiskars® tools!

See how Total Talk Pack can save you money. To order Total Talk Pack today, call us at **1-888-CALL-TDS** or visit us online at **totaltalk.tdstelecom.com**. But hurry! Supplies of these great garden sets are limited!

Sincerely,

Peter J. Zaher

Manager, Consumer & Business Marketing

Free garden sets available for new Total Talk Pack customers only. While supplies last.

Certain services are not available in all areas - check with your local office. Total savings will vary and are based on the list price of individual services in your area. Local service cost does not include federal, state, or local taxes and fees. "Unlimited local calls" is not applicable for customers with measured plans. The use of Caller ID service also requires the use of a caller ID device (not included). Long distance minutes are domestic, not international and are for both Inter and IntraLATA. Unlimited long distance plan provides unlimited minutes of use for residential voice service only. If it is determined that usage is not consistent with residential voice applications, such as for Internet access services, commercial facsimile or auto-dialing, permanent call forwarding, three-way calling, resale, telemarketing, or other non-residential uses, TDS Long Distance may immediately suspend, restrict or cancel your service without prior notice.

Total Talk Unlimited Long Distance

TOTAL TALK LONG DISTANCE UNLIMITED

Description

Total Talk Long Distance UNLIMITED minute plan is the best value and lowest minute option of long distance.

Disclaimer

Description

Total Talk Long Distance UNLIMITED is the best value for low per-minute rate shoppers and includes UNLIMITED anytime long distance minutes. For added flexibility, a TDS Long Distance Calling Card is included with a low 10¢/min rate so it's simple and convenient to use - just like if you were calling from your home phone. You also get your own personal Toll-Free number that draws from your total plan minutes, so you truly have the flexibility to make or take calls from virtually anywhere within the United States.

Disclaimer

- ISDN Customers: please be aware that there are limitations if customers sign their ISDN lines up with TDS Long Distance. ISDN-BRI will be limited to 56K and ISDN-PRI is not supported by our vendor at this time.
- Pricing and availability are subject to change. Not all services available in all areas. Additional charges may apply. Please contact TDS Telecom with any questions.
- TDS Long Distance Corporation is a wholly owned subsidiary of TDS TELECOM.



Total Talk Pack Now Features **UNLIMITED** Long Distance!

<Date>

<Name 1>

<Name 2>

<Address1>

<Address2>

<City>, <State>, <Zip5> <Zip4>

Dear <Name 1>,

As a current Total Talk Pack customer, you enjoy the many benefits of getting your communication services at one low monthly price on a single bill.

That's why we think you'll be glad to know that TDS Telecom has improved our popular Total Talk Pack by offering **unlimited long distance!**

You read that right – Total Talk Pack now offers an **UNLIMITED** Long Distance option! You'll never have to worry about running out of long distance minutes each month. With the new Total Talk Pack Unlimited Long Distance option, we've got you covered.

Upgrading to the new unlimited long distance option is easy. Just call us at **1-888-CALL-TDS** or visit us online at **LDchange.tdstelecom.com**. We'll do the rest.

Call us today to begin enjoying Unlimited Long Distance!

Sincerely,

A handwritten signature in black ink, appearing to read "Peter J. Zaher".

Peter J. Zaher
Manager, Consumer & Business Marketing

Long distance minutes are domestic, not international and are for both Inter and IntraLATA. Unlimited long distance plan provides unlimited minutes of use for residential voice service only. If it is determined that usage is not consistent with residential voice applications, such as for Internet access services, commercial facsimile or auto-dialing, permanent call forwarding, three-way calling, resale, telemarketing, or other non-residential uses, TDS Long Distance may immediately suspend, restrict or cancel your service without prior notice.

[Date]

[Customer Name]

[Address]

[City], [State] [Zip]

Dear [Customer Name]:

It has come to our attention that your Total Talk Unlimited Long Distance Plan is being used for data, Internet access service and/or commercial use. **This plan provides unlimited long distance minutes of use for residential voice service only.** Please contact us immediately to select another TDS Long Distance plan that will meet your usage needs.

If we do not hear from you within ten days from the date of this letter, we will replace your Total Talk Unlimited Plan with the Total Talk 400 minute plan.

If you have any questions, please feel free to contact us at 1-888-CALL-TDS (1-888-225-5837).

Sincerely,

[CSSR First] [CSSR Last]

Customer Service and Sales Representative

TDS Telecom